

Plug Into Electronics Recycling!

Case Studies

Electronics recycling collection events held at two major office parks in King County in 2004.



These events illustrate how property management companies can conduct an electronics-recycling event using the “tenants pay” model.

Case Study #1

Kirkland 405 Corporate Center

At this electronics recycling collection event, held in April, 2004, more than 3,800 pounds of electronics equipment were collected for recycling from tenant businesses.

Background

Kirkland 405 Corporate Center, managed by Trammell Crow, is an office park of about 20 buildings located in the Totem Lake area of Kirkland, east of Seattle. The complex houses several dozen businesses, with a total of more than 700 employees.

Event planning and promotion

The collection event was promoted at a Health and Environmental Fair for the office park's tenants, held Earth Day, April 22. The collection event was scheduled for six days later.

King County staffed a booth at the fair. In addition to promoting the upcoming collection event, the County's booth included recycling and environmental information for office park tenant companies and their employees. About 200 people attended the fair.

The electronics recycling vendor selected for the collection event also helped staff the King County booth at the fair, signing up businesses for the collection. The vendor and Trammell Crow also both did subsequent promotion of the collection event to tenants.

The vendor did not charge Trammell Crow any fees for conducting the event. Prior to the event, the vendor worked out a schedule with Trammell Crow and the

Case Study #2

Schnitzer North Creek, Bothell

About 2,300 pounds of electronics equipment were collected for recycling from tenant businesses at this collection event, held in August, 2004.

Background

Schnitzer North Creek is an office park of about 20 buildings located in Bothell, just northeast of Seattle. The complex houses more than 50 businesses, with a total of about 2,000 employees. The complex is managed by Schnitzer Northwest.

Event planning and promotion

In the summer of 2004, Schnitzer held a Health Fair for North Creek tenants and, at King County's suggestion, scheduled an electronics collection for two weeks later.

King County Solid Waste Division staffed a booth at the Health Fair at North Creek. The fair was attended by more than 80 employees. The electronics recycling vendor helped staff the booth at the fair, to sign businesses up for the event. The vendor also did additional promotion to tenants, and Schnitzer also publicized the collection event.

The price list and collection system were similar to the system used for the Kirkland event (the same vendor was used). No fees were charged to Schnitzer Northwest.

Event results

Using one truck that was at the office park for several hours, the vendor collected 2,298 pounds of equipment, including 40 computer monitors, 28 central processing units (CPUs), 8 keyboards, 7 printers, 4 scanners, 4 TVs,

Case Study #1 continued

tenants, for picking up the equipment. In addition to taking equipment from tenants, the vendor also accepted items from individual employees. Tenants could pay for the recycling service with checks, cash or credit cards. Per-unit fees were set for each type of item. Examples: \$10 for a monitor; \$5 for a printer; \$5 for a fax machine; no charge for cell phones.

All the cell phones went to a reuse program. Trammell Crow was asked to select a charity to benefit from the cell phone collection, and they picked the Wilderness Society. Usable electronics equipment went to a separate charity reuse program already set up by the vendor. The bulk of the collected equipment went to the vendor's processing plant in Seattle and was recycled.

Event results

Using one truck that was at the office park for about four hours, the vendor collected more than 3,800 pounds of equipment, including: 51 computer monitors; 37 keyboards; 20 fax machines; 16 printers (including 8 large old-fashioned stand-up printers); and two large console TVs. Cell phones were accepted at the collection event and the fair. About 30 cell phones were collected.

The property manager and recycling vendor both said they were pleased with the results.

Case Study #2 continued

2 VCRs, and 1 fax machine. Cell phones were accepted at the collection event and also at the fair, with a total of four cell phones collected. About 10 North Creek tenant businesses recycled their equipment at this event, including a sports apparel company and several financial services, insurance and engineering firms.

Once again, the vendor and property manager both considered this to be a successful event. As a result of the promotion for this collection event, the vendor made contact with several tenant businesses who recycled their equipment with the vendor at a later date.



Questions: Contact Tom at King County Solid Waste Division at tom.watson@metrokc.gov or (206) 296-4481 or TTY Relay: 711.



King County
Department of
Natural Resources and Parks
Solid Waste Division



This material provided in alternate formats upon request.